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FLOWERS BEAUTIFUL

From
JACOB SCHULZ CO.
INCORPORATED
550 SOUTH FOURTH AVENUE
LOUISVILLE KENTUCKY

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62.31



Spring
Planting Number

Bring the Birds Back Home

By Placing a Bird Bath in Your Garden



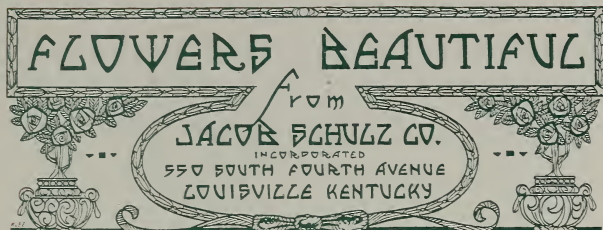
THIS conventional form of bird bath is one of the productions of the Wheatley Pottery Company. Thru perseverance and true artist's instinct, Mr. Wheatley is now producing this garden pottery, that, in color and durability, rivals the work of the Old Masters, who made Italian Art what it is. If you want to grace your garden with something that is useful, as well as ornamental, a bird bath is the solution, for it will bring the birds into *your garden* throughout the summer months.

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The FLOWER SHOP



THIS BOOKLET IS ISSUED GRATIS FOR ALL OUR PRESENT AND PROSPECTIVE CUSTOMERS. ITS PURPOSE IS TO BE OF AS MUCH PRACTICAL VALUE AS POSSIBLE TO A LOVER OF FLOWERS. THOSE NOT RECEIVING IT REGULARLY SHOULD NOTIFY US TO PLACE THEIR NAME ON OUR LIST.

Published by Jacob Schulz Co., Inc.

Edited by Wm. A. Kleesattel

First Volume

APRIL, 1918

Sixth Number

Spring Planting Number

Among the many and multitudinous enjoyments this happy and fascinating world afford, none can well be said to be more enticing and beautiful than close and intimate association with the beautiful and gorgeous gems that grace our gardens. I am certain that many of you have experienced being in a garden when the atmosphere was laden with sweet perfume and aromatic fragrance and have seen the rich and embowering foliage with that touch of rural seclusion, and didn't it give you a sensation or feeling of making your earthly existence more happy and wonderful?

Certainly you did, and on these grounds I make the assertion that *more* attention should be given to the more aesthetic features of life and we not lose ourselves entirely in the swirl of commercialism or social life.

Receiving Your Plants

When receiving plants from us that are either potted or the roots wrapped in paper, do not remove the paper or take the plant out of the pot immediately for planting. Give the roots and the soil a good soaking first. Do not be afraid of over-watering, but give them all they can absorb; after this, set them aside for several hours before planting.

Our Landscape Artist

With our never ceasing efforts to give our customers the best *flower service*, we have acquired the services of Mr. John C. Ruysennaars, who is a Landscape Artist and supervising gardener with enviable reputation. Matters of cultivation and planting in which he is so well versed will receive his personal attention. A native of Holland, he has been brought up in the Dutch Bulb fields, and has received his general training and experience both abroad and in this country, which gives him an unusually broad experience.

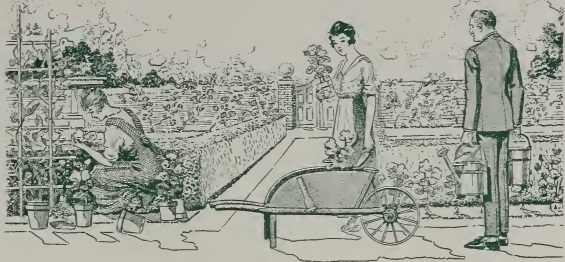
If you are contemplating a rearrangement of your garden he can vary designs to bring out some new thought and make changes that will be alluring. It is the careful introduction of these novel ideas that gives zest to a garden. A little touch here and there by one who is thoroughly familiar with his work, goes a long way in producing odd and beautiful effects with a minimum amount of cost.

We will be pleased to have you consult him, and if you wish, we will make a complete sketch giving you suggestions, rearrangements and prices. It implies no obligation. Just 'phone us at either City or Main 223.

A Beautiful Roman Jar



This is a reproduction of a Roman Jar, sold either with or without a saucer. It measures 18 inches in diameter and 14 inches in height. It makes a splendid ornament when filled with plants and placed at the entrance or approach to the house. It can also be put to practical use in many other places around the garden. Price is \$7.00.



Your Bedding Plants

Where striking and beautiful effects are desired in small areas, various spots of lawn, borders on a walk, etc., bedding plants are the solution. Our collection and assortment are very complete this year. Not only blooming plants, but foliage plants are among the collection.

Among the first we naturally give mention to the geranium. Although many people consider it a common flower, there is, nevertheless, hardly another bedding plant that will give such a brilliant display of color and blooms, and then it blooms profusely from early summer until the first frost. It is essential, however, to nip off the faded blooms to prevent the formation of seed. Among our collection this year we shall have an unusually popular and pretty one, the salmon colored Geranium.

You will find the following among our assortment of Bedding Plants this year:

<i>Name</i>	<i>Color</i>	<i>Price</i>
Geraniums	White, Pink and Red	\$1.50 per doz.
Cannas	Red and Yellow	\$1.50 per doz.
Begonias	Pink and Red	\$1.50 per doz.
Salvia	Red	\$1.50 per doz.
Heliotrope	Purple	\$1.50 per doz.
Plumbago	Blue	25 cts. up
Hibiscus	Pink and Red	25 cts. up
Verbenas	White, Red and Pink	75 cts. up
Coleus	Variegated	50 cts. per doz.
Vines of all kinds		75 cts. per doz. upward

Rose||Plants for 1918

The following list gives a beautiful collection of roses we have for sale this year. They are all well grown plants ranging in price from 50 cents upward. Special prices made for quantities. Make your selection early:

Cochet	<i>Pink</i>
Cochet	<i>White</i>
Richmond	<i>Red</i>
Queen of the Scarlet.....	<i>Scarlet</i>
LaFrance	<i>Pink</i>
Kaiserin	<i>White</i>
Hadley	<i>Red</i>
Sunburst	<i>Orange Yellow</i>
Hermosa	<i>Pink</i>
Bugarie	<i>Pink</i>
Aaron Ward	<i>Indian Yellow</i>
American Beauty	<i>Red</i>
Ophelia	<i>Pink</i>
Radiance	<i>Pink</i>
Druschki	<i>Perfect White</i>
Helen Gould	<i>Light Pink</i>
Kruger	<i>Copper Pink</i>
Notting	<i>Yellow-pink edge</i>
Louise Walter	<i>Pink Baby Rambler</i>
Tausendschoen	<i>Pink</i>
Perkins	<i>Pink</i>
Rambler	<i>Red or Yellow</i>

Liquid Fertilizers

This can easily be prepared by placing a sack of horse manure in a barrel of water, stirring it occasionally to get the fertilizing elements into the water. Avoid making it too strong. Many plants are more often injured than benefited with fertilizer too strong. So do not use this fertilizer oftener than once a week, or perhaps once a fortnight. Judiciously used, this liquid fertilizer is very effective, as it acts quickly and is not injurious.

We carry two complete cabinets of Flower and Vegetable seeds. Make your selection now to be certain of an early garden.

Your Rose Bed

On account of the severe winter we have had this year you probably lost some of your rose plants. Possibly you are, therefore, considering a re-arrangement of your rose bed or adding a new bed, for no garden is complete without its bed of roses and nothing adds so much pleasure to a garden. From early summer until late frost you are assured of being able to cut flowers for the table, friends and many other purposes. The proper selection of your varieties, however, is essential. Any advice we can give you will be cheerfully given.

When planting, be certain to give them plenty of rich soil. This is the first essential to assure you of a plentiful supply of blooms. Mix considerable manure with the soil before planting them. This will greatly improve the richness of color and growth of the plant and flowers. Proper attention should also be given to drainage as this is very necessary to produce a hardy growth.

"Prevention is better than cure." Start your fight on insects early. This is essential and especially quoted for roses. Half your battle consists in getting a start ahead of the insects. Liberal applications of soap insecticide or our Black Leaf Forty should be made before the insects appear. Apply on underside of leaves. These treatments are given the roses continually in our greenhouses which assures you of receiving the plant in perfect condition.

A Moorish Jar



This jar is of a neutral color and harmonizes with any back ground, which makes it of greater value. And it is a jar whose color will not be affected by the rain, snow and sleet of winter, nor the heat of summer. It measures 15½ inches in width and one foot in height. Price is \$6.00 for this jar.



A Flower Jardiniere

This is a beautiful Lion Jardiniere from "The Court of the Lions," Alhambra. For a piece of ornamental garden furniture this piece is unexcelled. It measures 15 inches in diameter and 18 inches in height. Planted with attractive plants will make this an addition to your garden that will be a source of commendation from all your friends. Price is \$15.00. Made in just one size.

Our Special Calendula Seed

A flower for all general purposes is the Calendula. For this reason we make up our own packets of this seed. They grow very easily if planted in a loose warm soil, and when once planted often reseed themselves. The blooms vary in color from a very delicate shade of yellow to a deep orange, some having black centers. They have a profusion of flowers throughout the summer, particularly so if picked. Many times it will still be blooming in late fall, often after all the other garden flowers have been killed by frost. Price of this seed is five cents per package.

Sex in Flowers and Plants

The Japanese are fond of applying a distinction of sex to inanimate things. They distinguish between male and female stones and water-falls, etc., and this same distinction is carried out in flowers. All flowers and grasses in general belong to the *in* or female sex—while trees belong to the *yo* or male sex. This is only another incident showing the extreme interest in flowers by the Japanese.

A Good Plant Food

A plant food that we highly recommend is the *Red Snapper Plant Food*. It is wonderfully rich, very nutritious, yet a harmless fertilizer for plants. It is made from the head bones and nitrogeous cartilage of the South American Red Snapper fish, dried under intense heat, mixed with other organic plant foods to make a perfectly balanced ration, then ground and bolted with flour mill machinery into a fine meal. It is thoroughly sterilized clean and sanitary, to be used in the finest of homes and conservatories as well as for outdoor use. Put up in 2-lb. cans including an eight-ounce package of Plant Tonic, which is used to give plants a quick start; sells for fifty cents. And then, we have a small can selling for twenty-five cents which does not include the plant tonic.



Enclosed in each can you will find a little booklet entitled "House Plants and Flower Gardens—Their Care and Culture." This has fourteen chapters of general information in regard to growing flowers and shrubbery. It is an interesting pamphlet and of interest to all lovers of flowers. It gives full information and complete instructions as to planting, re-potting, propagating, watering and care of house plants and flower gardens.

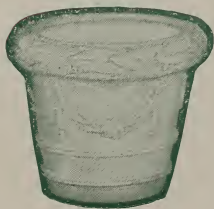


A Window Flower Box

The above illustration shows the wonderful possibilities in creating a beautiful and pleasing effect with a flower box. We make a specialty of filling them and would be pleased to give you prices and suggestions.

If you want to interpret the charm of your garden or landscape place a gazing globe in some advantageous place. By concentrating all objects within its range it reflects them in a very close perspective, and is a source of delight to all who gaze into it. Prices range from \$5.50 to \$13.00.

Ornamental Flower Pots



For occasions demanding the smaller sizes of ornamental flower pots, or possibly a variety of sizes in the same pattern, this reproduction shows one style we carry. They range in width from 4 inches to 12 inches. Price, including saucer is fifty cents and upward. We can also secure a number of other designs.

Ornamental Flower Boxes

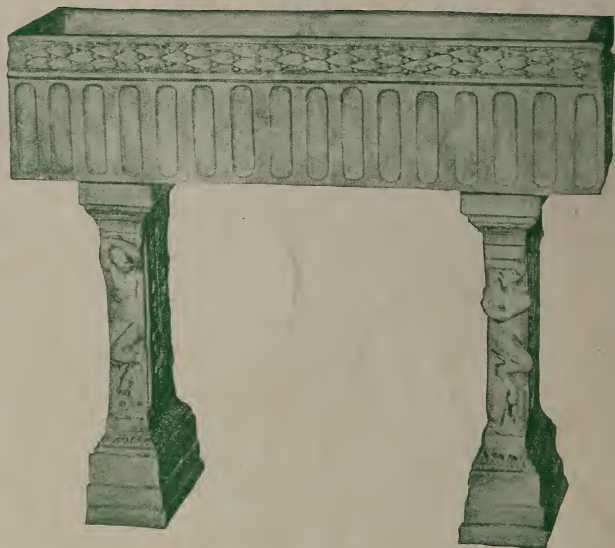
For Either Your Garden or Veranda



TO every lover of beautiful things this flower box is appreciated. In this design all the smaller details of line and finish are eliminated—just as the true artist, in painting a giant oak, suggests rather than photographs, the leaves. The result is especially effective and pleasing. This is characteristic of all Wheatley Pottery. The above is just one of many designs and shapes we can furnish you. Prices for these vary from \$15.00 to \$75.00 complete.

Beautiful Window Boxes

For In the House or On the Veranda



THIS style of flower box is splendid to use in front of your windows or on the veranda. This box is made in three different sizes and can therefore be used to fill a variety of spaces. Or if you desire to make a continuous flower box on the veranda, they can easily be placed one after the other, for when filled it has the appearance of one large box. After the summer is over, you can then place the different units around the house, for the ends are finished identically the same as the front and back. Prices for these vary according to size.

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